WHAT IS CLAIMED IS:

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- A display apparatus having a characteristic that power 1 consumption therein varies in accordance with variation of 2 brightness of a displayed image and arranged in such a manner 3 that a video signal is temporarily stored on storage means and 4 the video signal is read out of said storage means to be 5 displayed thereon, 6
- said display apparatus comprising: 7
 - current limiting means for obtaining a quantity of a limited electric current in a period of time between the video signal is temporarily stored on said storage means and the video signal is read out of said storage means to be displayed thereon, said current limiting means being arranged to obtain the quantity of the limited electric current in accordance with an average value of brightness levels of the video signals obtained from the video signals before the video signals are stored in said storage means and a predetermined reference value.
 - The display apparatus of claim 1, wherein
- 2 said current limiting means is provided which obtains a quantity of a limited electric current by calculating with a 3 proportionality term and an integration term on the basis of an average value of brightness levels of video signals and a 5
- 6 predetermined reference value.

- 1 3. The display apparatus of claim 1, wherein
- said current limiting means is provided which obtains
- a quantity of a limited electric current by calculating with a
- 4 proportionality term, an integration term, and a
- 5 differentiation term on the basis of an average value of
- 6 brightness levels of video signals and a predetermined
- 7 reference value.
- 1 4. The display apparatus of claim 2, wherein
- a non-response region is provided for the quantity of
- 3 the limited electric current.
- 1 5. The display apparatus of claim 3, wherein
- a non-response region is provided for the quantity of
- 3 the limited electric current.
- 1 6. The display apparatus of claim 2, wherein
- a hysteresis characteristic is provided for the
- 3 quantity of the limited electric current.
- 1 7. The display apparatus of claim 3, wherein
- a hysteresis characteristic is provided for the
- 3 quantity of the limited electric current.

- 1 8. The display apparatus of claim 2, wherein
- a non-response region and a hysteresis characteristic
- are provided for the quantity of the limited electric current.
- 1 9. The display apparatus of claim 3, wherein
- a non-response region and a hysteresis characteristic
- are provided for the quantity of the limited electric current.
- 1 10. A display apparatus having a characteristic that power
- 2 consumption therein varies in accordance with variation of
- 3 brightness of a displayed image and arranged in such a manner
- that a video signal is temporarily stored on storage means and
- 5 the video signal is read out of said storage means to be
- 6 displayed thereon,
- 7 said display apparatus comprising:
- s current limiting means for obtaining a quantity of a
- 9 limited electric current in a period of time between the video
- 10 signal is temporarily stored on said storage means and the
- video signal is read out of to be displayed thereon, said
- current limiting means being arranged to divide a frame into a
- plurality blocks, obtain an average value of brightness levels
- of video signals in the block, and obtain local contrast in the
- frame so as to obtain the quantity of the limited electric
- current on the basis of a predetermined reference value and the
- 17 local contrast.